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From: RMARTIN --VCH0021A
To: GPANTOS --VCH0021A Georges Pantos
RSHERIF --VCH0021A Rand Sherif

Date and time 03/15/91 10:39:
ICEMAAB1--VCH0021A Florentin Duart
ICEMAAB1--VCH0021A Philip Atkinson

From: Roanne Martin
To :
Subject: Cote d'Ivoire - Sponsorisation emission radio

I agree with George.
*** Forwarding note from GPANTOS --VCH0021A 03/15/91 09:34 ***
To: ICEMAAB1--VCH0021A

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*** Reply to note of 03/14/91 17:52
From: From : Georges Pantos
To : F.Duarte
Subject: Cote d'Ivoire - Sponsorisation emission radio

Although the text of Art.No 4 does not ban the use of radio sponsorship, the spirit of the COC does not allow it either.

In any way PM's policy worldwide is to avoid advertising thru media targeting teenagers and youngsters in general.

The proposed broadcast is on Sundays from 15h to 19h and is definetely addressed to the target group we have to avoid.

In conclusion that means , even if we are legally allowed , taking in consideration PM's policy (not to target the young groups) , I will strongly recommend to drop this project and make sure that our competitors do not benefit based on the article No 4 of the COC.

Best regards

cc: RSHERIF --VCH0021A Rand Sherif
RMARTIN --VCH0021A Roanne Martin
ICEMAAB1--VCH0021A Philip Atkinson

G.R.Pantos

cc: VPEROTTI--VCH0021A Viona Perotti

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